

## European Union



The European Union is not a federal union like the United States, an organization for cooperation between governments, like the United Nations, or a state intended to replace existing states. It is unique in that its member countries voluntarily agreed to set up common institutions to which they delegate some of their sovereignty so that decisions on specific matters of joint interest can be made democratically at a higher level. All EU decisions and procedures are based on treaties agreed to by all 27 EU countries with 500 million people speaking more than 23 languages, producing almost a third of the world's GNP, bound together by a desire to promote peace, democracy, prosperity, stability and the rule of law, as well as a common currency for most of the members.

The economic relationship between the European Union and the United States is a defining feature of the global economy. Together we account for 37 percent of global merchandise trade and 45 percent of world trade in services. We are each other's main trading partners in goods and services and account for the largest bilateral trade relationship in the world. We are also each other's most important source of foreign direct investment.

## New Jersey World Trade Council



The New Jersey World Trade Council (“the Council”) is a not-for-profit professional organization founded in 1965 to promote international trade and investment between New Jersey and the free world.

## Global Enterprise Network



The Global Enterprise Network is an FDU Library initiative designed to encourage collaboration with the New Jersey business community and thus better utilize FDU's global expertise and connections to grow business opportunities by identifying and exploring international trade and investment opportunities.

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## World Trade Conference and Expo 2008



**Fairleigh Dickinson University's  
Global Enterprise Network**

and



**The New Jersey  
World Trade Council**

in partnership with the



**European Union  
Commission in New York**

present

# Understanding the European Union— And Seizing the Opportunity

**Wednesday, May 21, 2008**

**Fairleigh Dickinson University**  
Dickinson Hall and Rothman Center  
Metropolitan Campus  
Hackensack, N.J.

Conference Schedule

**7:30 a.m.** Registration, Exhibits, Continental Breakfast

**8:15 a.m. Welcome**

**J. Michael Adams**, President, Fairleigh Dickinson University

**Peter Schwaiger**, Deputy Head Of Delegation, EU Commission Delegation to the United Nations

**8:30 a.m. Introduction**

**John McCahill**, Conference Chairman and President, American Market Access LLC, Agenda Review/Administrative Matters

Panels

**8:45 a.m. What is the EU?**

This panel will explain what the EU is in terms of member states, geography, politics and policies and will address the Framework for Advancing Transatlantic Economic Integration.

**Moderator: Aidan Walsh**, Partner, KPMG LLP

**Peter Schwaiger**, Deputy Head Of Delegation, EU Commission Delegation to the United Nations

**Paul Dyck**, Deputy Under Secretary - Europe, International Trade Administration, U. S. Department of Commerce

**James Rosener**, President, European American Chamber of Commerce, and Managing Partner, Pepper Hamilton LLP, New York

**9:45 a.m. Break**



**10:00 a.m. Understanding the Challenges of the EU!**

This panel will discuss the practical aspects of doing business in the EU.

**Moderator: William M. Moore**, Dean, Silberman College of Business, Fairleigh Dickinson University

**Sven Oehme**, President, European American Business Organization

**Hilary Love**, Managing Director, Foreign Exchange Group, PNC Financial Services, Inc.

**Vice President European Operations** (to be announced)

**11:00 a.m. Where are the Opportunities?**

This panel will discuss “hot” industries or regions.

**Moderator: Joan Verplanck**, President, New Jersey State Chamber of Commerce

**Honorable Ms. Alenka Suhadolnik**, Consul General of the Republic of Slovenia

**Gary Breuninger**, Chief Marketing Officer and Executive Vice President, Global Crossing

**Simon P. Constantinides**, Senior Vice President, HSBC BANK USA, N.A.

**Noon**

Exhibits Available for Conference Attendees

International Luncheon

**1:00 p.m. Robert P. Evans**, Chairman, New Jersey World Trade Council, and Partner, KPMG LLP

**Keynote Speaker:**

**Ambassador Fernando M. Valenzuela**,

Head of the Delegation of the European Commission to the United Nations

2:30 p.m. Breakout Sessions

**EU Standards and Metric Labeling**

**Sarah Reynolds**, Senior Consultant and Trainer, American River International Ltd.

**Export Growth Through Government Assistance Programs**

**Carmela Mammàs**, Director, New York Export Assistance Center, U.S. Department of Commerce

**Customs and Logistics**

**Michel Wouters**, President, Prestige Shipping Co., Inc.

**FDU Business Information Resources**

**Maria Kocylowsky**, Head, Business Reference Library, Fairleigh Dickinson University

**Biotech Innovation — A Case Study**

**Ethné Swartz**, Chair, Marketing and Entrepreneurship Department, Silberman College of Business, Fairleigh Dickinson University

Preconference Reception

The conference will be launched on Tuesday evening with a cocktail reception, hosted by FDU President J. Michael Adams, for all conference participants, both speakers and guests, as well as the New York area diplomatic community of the EU countries. Location: Dickinson Hall, Tuesday, May 20, 6–7:30 p.m.

For More Information/Online Registration

visit <http://library.fdu.edu/GEN/EUConference.html> or contact Colleen Di Gregorio at (973) 443-8530 or [colleend@fdu.edu](mailto:colleend@fdu.edu).

Exhibit Opportunities

10x10 booth: \$475

visit <http://library.fdu.edu/GEN/Exhibitor.html>

Registration Form

**Registration Fee: \$125**

Fee includes full-day conference; continental breakfast; luncheon with keynote speaker; preconference cocktail reception on Tuesday, May 20, 6–7:30 p.m.

Luncheon tables of 10 for \$1,000 — includes full-day conference.

Contact Colleen Di Gregorio at (973) 443-8530 or [colleend@fdu.edu](mailto:colleend@fdu.edu) for group registration.

**Registrant Information**

(please use a separate form for each registrant)

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

E-mail Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Do you plan to attend the preconference cocktail reception on Tuesday, May 20? ☐ Yes ☐ No

Please indicate your interest in the following afternoon breakout sessions (select 2):

☐ EU Standards and Metric Labeling

☐ Export Growth Through Government Assistance Programs

☐ Customs and Logistics

☐ FDU Business Information Resources

☐ Biotech Information — A Case Study

**After completing the form, send it with your check made payable to FDU Library to:**

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